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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/883,934	06/20/2001	Dusic Kwak		3722

7590 11/22/2005
Dusic Kwak
7003- B Evergreen Court
Annandale, VA 22003

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EXAMINER

BEKERMANN, MICHAEL

ART UNIT PAPER NUMBER

3622

DATE MAILED: 11/22/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/883,934

Applicant(s)

KWAK, DUSIC

Examiner

Michael Bekerman

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3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☐ Responsive to communication(s) filed on ____.
- 2a) ☐ This action is FINAL. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-8 is/are pending in the application.
- 4a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) ____ is/are allowed.
- 6) ☒ Claim(s) 1-8 is/are rejected.
- 7) ☐ Claim(s) ____ is/are objected to.
- 8) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☒ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 20 June 2001 is/are: a) ☐ accepted or b) ☒ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. ____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- ☒ Notice of References Cited (PTO-892)
- ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date 6/20/2001.
- ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. ____.
- ☐ Notice of Informal Patent Application (PTO-152)
- ☐ Other: ____.

DETAILED ACTION

Information Disclosure Statement

1. The information disclosure statement filed 06/20/2001 has been placed in the application file, but contains no references. Therefore, no IDS information has been considered.

Drawings

2. The drawings are objected to as failing to comply with 37 CFR 1.84(p)(5) because they include the following reference character(s) not mentioned in the description: 4a, 4b, 4i, 13, 14a, 14b, and 14i. Corrected drawing sheets in compliance with 37 CFR 1.121(d), or amendment to the specification to add the reference character(s) in the description in compliance with 37 CFR 1.121(b) are required in reply to the Office action to avoid abandonment of the application. Any amended replacement drawing sheet should include all of the figures appearing on the immediate prior version of the sheet, even if only one figure is being amended. Each drawing sheet submitted after the filing date of an application must be labeled in the top margin as either "Replacement Sheet" or "New Sheet" pursuant to 37 CFR 1.121(d). If the changes are not accepted by the examiner, the applicant will be notified and informed of any required corrective action in the next Office action. The objection to the drawings will not be held in abeyance.

Specification

3. The abstract of the disclosure is objected to because it is longer than 150 words. Correction is required. See MPEP § 608.01(b).

Claim Objections

4. Claim 5 is objected to under 37 CFR 1.75(c), as being of improper dependent form for failing to further limit the subject matter of a previous claim. Applicant is required to cancel the claim(s), or amend the claim(s) to place the claim(s) in proper dependent form, or rewrite the claim(s) in independent form. Claim 5 requires the incentives package to be offered at a fee. Claim 5, however, depends from claim 1, which states that the incentives package is cost free.

Claim Rejections - 35 USC § 112

5. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

6. **Claims 1-8 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.**

The term "mid-sized", used numerous times throughout claim 1 is a relative term which renders the claim indefinite. The term "mid-sized" is not defined by the claim, the specification does not provide a standard for ascertaining the requisite degree, and one

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of ordinary skill in the art would not be reasonably apprised of the scope of the invention. It is unclear as to what makes a website qualify as mid-sized.

7. The term "low-cost" in claim 1(h) is a relative term which renders the claim indefinite. The term "low-cost" is not defined by the claim, the specification does not provide a standard for ascertaining the requisite degree, and one of ordinary skill in the art would not be reasonably apprised of the scope of the invention. It is unclear as to what price personnel is paid to make them qualify as low-cost.

8. The term "at little or no labor" in claim 1(h) is a relative term which renders the claim indefinite. The term "at little or no labor" is not defined by the claim, the specification does not provide a standard for ascertaining the requisite degree, and one of ordinary skill in the art would not be reasonably apprised of the scope of the invention. It is unclear as to how much labor could qualify as little.

9. The terms "operates culturally, economically, and geographically" in claim 1(a) are relative terms which render the claim indefinite. The terms "operates culturally, economically, and geographically" are not defined by the claim, the specification does not provide a standard for ascertaining the requisite degree, and one of ordinary skill in the art would not be reasonably apprised of the scope of the invention. It is unclear as to how exactly a community would go about operating culturally, economically, and geographically.

10. The term "economically situated" in claim 1(h) is a relative term which renders the claim indefinite. The term "economically situated" is not defined by the claim, the specification does not provide a standard for ascertaining the requisite degree, and one

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of ordinary skill in the art would not be reasonably apprised of the scope of the invention. It is unclear as to what limitations should be met for a potential operator group to be considered economically situated.

11. The term "low fee" in claim 2 is a relative term which renders the claim indefinite. The term "low fee" is not defined by the claim, the specification does not provide a standard for ascertaining the requisite degree, and one of ordinary skill in the art would not be reasonably apprised of the scope of the invention. It is unclear as to how high a fee can be to still qualify as low.

12. Claims 1-8 are rejected as failing to define the invention in the manner required by 35 U.S.C. 112, second paragraph.

The claim(s) are narrative in form and replete with indefinite and functional or operational language. The structure which goes to make up the device must be clearly and positively specified. The structure must be organized and correlated in such a manner as to present a complete operative device. The claim(s) must be in one sentence form only. Note the format of the claims in the patent(s) cited.

Claim Rejections - 35 USC § 103

13. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

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14. **Claims 1 and 3-8 are rejected under 35 U.S.C. 103(a) as being unpatentable over www.insidecollege.com in view of www.myfreeecom.com.** Applicant admits that www.insidecollege.com is a website that consolidates pre-existing commercial websites of college newspapers and provides them with free website software. Examiner used www.archive.org to view a February 2001 cached copy of www.insidecollege.com.

Regarding claim 1 parts (a) and (b), official notice is taken that it is well known to perform market research on potential users of a service. It is also well known to choose different parameters on which to judge qualified users (such as population). It would have been obvious to one having ordinary skill in the art at the time the invention was made to perform market research and select a community in which a marketing campaign would begin. This would give www.insidecollege.com a starting point on which to being a marketing campaign.

Regarding claim 1 part (c), www.insidecollege.com markets the software program towards college newspapers. Due to the target market, Examiner considers www.insidecollege.com to have already determined what type of template website application is needed.

Regarding claim 1 part (d), www.insidecollege.com has a prepared template website application (E-commerce Suite 2.0) available for it's members.

Regarding claim 1 part (e), the incentives package of www.insidecollege.com does not offer to host a webpage, nor does it give permission to a college newspaper to keep all revenue generated by the webpage. www.myfreeecom.com gives an incentive

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package including free web development and free web hosting (Paragraph 2 in related article). www.myfreeecom.com also offers these features free of cost and with no strings attached (Paragraphs 3 and 6 in related article). It would have been obvious to one having ordinary skill in the art at the time the invention was made to offer any type of incentives package (including the one specified by www.myfreeecom.com) to a college newspaper. This would allow for a greater possibility of a college newspaper joining up with www.insidecollege.com.

Regarding claim 1 parts (f) and (g), official notice is taken that these are well-known methods of listing, ordering, and selecting (in relation to the order) criteria in order to determine the most adequate target market. It would have been obvious to one having ordinary skill in the art at the time the invention was made to arrange qualified communities by the most qualified, and then to choose the most qualified community to begin the marketing campaign. This would allow for a higher success rate of the marketing campaign of www.insidecollege.com.

Regarding claim 1 parts (h) and (i), official notice is taken that these are well-known methods of listing, ordering, and selecting (in relation to the order) criteria in order to further narrow the most adequate target. It is also well known to choose different parameters on which to judge qualified users (such as economic standing, or college). It would have been obvious to one having ordinary skill in the art at the time the invention was made to further narrow the market research to select a the best qualified commercial or non-commercial entity. This would allow for a higher success rate of the marketing campaign of www.insidecollege.com.

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Regarding claim 1 parts (j), (l), and (m), applicant admits that www.insidecollege.com offers an incentive package to college newspapers, cost free, in exchange for the use of website traffic. By providing the E-commerce Suite 2.0 software to a college newspaper, www.insidecollege.com is assisting in the set-up and running of the newspaper website.

Regarding claim 1 part (k), official notice is taken that it is well known to select another target entity should the original target entity not agree to the terms and conditions of a relationship. It would have been obvious to one having ordinary skill in the art at the time the invention was made to choose another college should the intended college reject the license agreement. This would allow www.insidecollege.com to have a backup plan should the original plan fall through.

Regarding claim 1 part (n), official notice is taken that it is well known to market towards all communities included on the original target marketing list. It would have been obvious to one having ordinary skill in the art at the time the invention was made to market website solution software to more than one community on a target marketing list. This would allow www.insidecollege.com to gain more benefit from the software package that is being distributed.

Regarding claim 1 part (o), www.insidecollege.com is a consolidated commercial website that uses website traffic from college newspaper sites.

Regarding claim 3, the E-commerce Suite 2.0 offered by www.insidecollege.com is considered a non-monetary incentive. The enhanced ability

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to make more money through advertisement revenue is considered a monetary incentive, which is also offered by www.insidecollege.com.

Regarding claim 4, www.insidercollege.com only offers the website template application in the incentives package. www.freeecom.com also offers many other features including email (Paragraph 7 in related article). It would have been obvious to one having ordinary skill in the art at the time the invention was made to offer more incentives to a college newspaper. This would allow for a greater possibility of a college newspaper joining up with www.insidecollege.com.

Regarding claim 5, the condition that www.insidecollege.com may use college newspaper traffic is considered a fee.

Regarding claim 6, the license is received by www.insidecollege.com at a fee. The providing of an incentives package to the college newspaper is considered a fee.

Regarding claim 7, official notice is taken that it is well known to market to as many different communities as possible. It would have been obvious to one having ordinary skill in the art at the time the invention was made to select more than one type of community. By developing and marketing to more than one community, more money could be made for www.insidecollege.com.

Regarding claim 8, www.insidecollege.com offers both Advertising Agency and E-commerce Suite as template website applications.

Conclusion

15. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

The following reference is cited to further show the state of the art in reference to E-commerce platform providers:

U.S. Pub. No. 2001/0032154 to Schummer

The following reference is cited to further show the state of the art in reference to free web creation and hosting services:

Heltzel, Paul. "Homestead Helps Build Sweet Home Page". PC World.com. Feb 21, 2000. Pg. 1.


Any inquiry concerning this communication or earlier communications from the examiner should be directed to Michael Bekerman whose telephone number is (571) 272-3256. The examiner can normally be reached on Monday - Friday, 7:30 - 4:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric W. Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

MB


JEFFREY D. CARLSON
PRIMARY EXAMINER

Notice of References Cited	Application/Control No. 09/883,934	Applicant(s)/Patent Under Reexamination KWAK, DUSIC	
	Examiner Michael Bekerman	Art Unit 3622	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2001/0032154	10-2001	Schummer, Eric	705/30
	B	US-			
	C	US-			
	D	US-			
	E	US-			
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FOREIGN PATENT DOCUMENTS

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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	http://web.archive.org/web/20010202153200/http://www.insidecollege.com/solutions/faq.asp
	V	"myfreecom.com to Offer Free Website Development & Hosting; Innovative Access Offering Expands myfreecom.com's Online Presence". Business Wire. September 22, 2000. Pg. 1.
	W	Heltzel, Paul. "Homestead Helps Build Sweet Home Page". PC World.com. Feb 21, 2000. Pg. 1.
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
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Document URL: <http://proquest.umi.com/pqdweb?did=50607020&sid=2&Fmt=3&clientId=19649&RQT=309&VName=PQD>**Abstract (Document Summary)**

There is no shortage of providers who will beg users to build a site on their server. Homestead's recently updated SiteBuilder makes a compelling argument to settle in with the free Web host.

Full Text (395 words)*(PC World (c) 2000)*

Pay for a Web site? Why, you'd rather pay for water... or your browser. Hal! There's no shortage of providers who will beg you to build a site on their server (with display advertisements on your pages, of course). Homestead's recently updated SiteBuilder makes a compelling argument to settle in with the free Web host.

I took a look at SiteBuilder and built two quick personal and business pages. Primarily, I wanted to see how [Homestead.com](#)'s editor handled its newest feature: the capability to start with template pages, then edit them to suit one's needs. In previous versions, you started with a predesigned page and used clumsy HTML-based tools to edit the page. Or, you started with a blank page using the Java-based SiteBuilder editor.

When you want to create or edit a page in SiteBuilder, you must first wait for the Java program to download to your system. Over a 28.8-kbps modem, this takes just a few minutes, as advertised (you can also download and run the program from your hard drive to avoid this hassle.)

SiteBuilder looks and acts like its competitor, [Yahoo's PageBuilder](#). Both are simple-to-use, word processor-like tools that make HTML editing easy. They're no better or worse than the free editors that come with Netscape Navigator or Microsoft Internet Explorer.

The main reason to use Homestead is, of course, the free Web space and the generous helpings of art and templates that make creating online invitations or other types of pages easy and fun. The template pages are attractive and useful. Often, just the opposite is true when you rely on premade pages, even those provided by expensive, shrink-wrapped editors.

In addition, the template pages match each other, so your chat page can match your resume page in look and feel—a helpful, and often overlooked, feature.

Another unique feature is voice chat. Homestead recently added a simple voice-chat plug-in from HearMe, which offers surprisingly good quality.

Homestead isn't perfect. In particular, the interface for getting started is unnecessarily cluttered, especially compared to those at [Yahoo](#) and [Tripod](#). And for my money (or lack thereof) I prefer to create my pages in my program of choice, and then FTP them to my site. But inexperienced Web builders—and those who can't pass up a free Web page—will get along with Homestead just fine.

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Subjects: ☐ Web site design ☐ Servers ☐ Web sites ☐ Internet service providers

Companies: ☐ Homestead

Author(s): ☐ Paul Helzel, special to PC World

Document types: ☐ News

Language: ☐ English

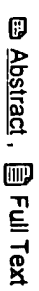
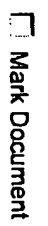
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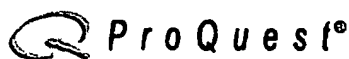
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Author(s): [Entertainment Editors](#)
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Text Word Count: 513
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Abstract (Document Summary)

"The response to Shops at myfreecom.com has been incredible. Many of our Shops customers are amazed at how easy it is to create an e-commerce website for their business and can't believe that the web hosting is free," said Bryce Wickstrom, webmaster of myfreecom.com.

The myfreecom.com website is comprised of three main elements: myfreecom.com portal web page with free unlimited internet access & free e-mail accounts; the E-commerce Affiliate Program, a free customized e-commerce website for those who sign-up for free internet access (an EAP website gives anyone the ability to sell computer products from their own e-commerce website); and Shops at myfreecom.com.

Full Text (513 words)*Copyright Business Wire Sep 22, 2000*

LONDON, Ontario--(ENTERTAINMENT WIRE)--Sept. 22, 2000-- Myfreecom.com announced today the launch of Shops at myfreecom.com.

The Shops utility consists of a free online e-commerce website generator that allows anyone, with internet

connection, the ability to create a customized e-commerce website in a matter of minutes. Shops at myfreeecom.com provides free web development and free web hosting for those who have a business idea or for businesses that have yet to establish an online presence.

"The response to Shops at myfreeecom.com has been incredible. Many of our Shops customers are amazed at how easy it is to create an e-commerce website for their business and can't believe that the web hosting is free," said Bryce Wickstrom, webmaster of myfreeecom.com.

To help facilitate the Shops process, myfreeecom.com has introduced free unlimited Internet access virtually anywhere in Canada or the U.S. Consumers immediately can download the free Internet application from the myfreeecom.com web site at www.myfreeecom.com and begin building a website of their own.

Through an agreement with 1stUp.com Corporation, a leading provider of sponsor-supported Internet access solutions and a majority-owned operating company of [CMGI, Inc.](#), myfreeecom.com's end-users receive free, unlimited Internet access in exchange for keeping 1stUp.com's compact, movable navigation bar on their screens during the free online session. This navigation bar represents users with small advertisements as well as convenient links to myfreeecom.com and other leading sites.

"We have designed a package of free services to appeal to a broad cross section of consumers such as: entrepreneurs, students, fundraisers, small and medium sized businesses, and those who value free -- no strings attached -- internet access," said Joel Perritt, vice president of marketing and communications.

The myfreeecom.com website is comprised of three main elements: myfreeecom.com portal web page with free unlimited internet access & free e-mail accounts; the E-commerce Affiliate Program, a free customized e-commerce website for those who sign-up for free internet access (an EAP website gives anyone the ability to sell computer products from their own e-commerce website); and Shops at myfreeecom.com.

Consumers and businesses can now take advantage of this nationwide, reliable dial-up network and useful online services. This potent blend of high performance connectivity and quality content is competitive with any free or fee-based Internet service on the market today.

About the Company:

Myfreeecom.com is a service offered by Micro Source of London, Ontario. Micro Source is an industry leader in the refurbishment and sale of previously owned personal computers. The company distributes premium products from leading manufacturers like [IBM](#), Compaq, [Toshiba](#) and Dell. Products are sold through preferred resellers, as well as directly to consumers. The appeal is to value-minded private and public sector consumers, in both Canada and the United States.

The Head office of Micro Source, located in London, is housed in a 20,000 square foot facility. Included is a fully equipped, 100 bay refurbishment center. As well as refurbished and reconfigured hardware, the company also offers an extensive array of services through its sister companies: Micro Source Telecommunications, Micro Source Human Resources, and MS Asset logistics. For further information on Micro Source, go to www.microsourcedirect.com

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February 2, 2001

Powering College Newspapers

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Frequently Asked Questions

What is InsideCollege?

InsideCollege is a firm devoted to powering college newspapers.

We focus on two areas:

- 1) We are the first collegiate print advertising agency on the Web and
- 2) We are first software provider of e-commerce products for college newspapers.

What is the difference between the Advertising Agency and the E-commerce Suite?

Our advertising agency helps college newspapers increase their advertising sales by selling to national customers on their behalf. In return for each sale, we earn a commission. We have simplified the process by putting our sales process online. Customers can place ads directly and college newspapers can receive their insertion orders and ad copy online.

Our e-commerce products help a college newspaper build their existing college website into a powerful sales channel. We host all our software so the college newspaper does not have to worry about maintenance. We connect college newspapers and helped them leverage their sales process off one another.

Advertising Agency Questions

Why should I use InsideCollege Advertising?

Using our superior technology and national advertising contacts, we will be able to sell advertising on your behalf to customers who would normally not advertise with you directly. Our innovative delivery system and excellent customer service will ensure that you have a positive, profitable, and hassle-free experience with us.

How do I sign up for InsideCollege Advertising?

Signing up for InsideCollege Advertising is simple. Just go to <http://web.archive.org/web/20010202153200/http://www.insidecollege.com/solutions/advertising/signup.asp> and fill out the contact information and we'll get right back to you. You should begin receiving advertising within days. You can sign up for print display advertising, print classifieds, or online banner advertising.

I'm an advertiser. How do I place an advertisement with the InsideCollege Ad Agency?

Just go to <http://web.archive.org/web/20010202153200/http://www.insidecollegeads.com/> and it should be clear from there. We maintain a separate website just for placing ads.

How do I receive advertising from InsideCollege?

We have built a sophisticated delivery system to send out insertion orders daily by email. Ad copy will either be embedded in the email in the case of classified advertising or direct you to a link on our website where you can download digital versions of ad copy. Of course, if you cannot support digital downloads we would be happy to send you the advertising by mail.

With our system you never need to worry about lost ad copy or insertion orders again. We maintain a list of your daily insertions as well as a calendar of your future insertions.

How am I paid by InsideCollege?

We pay you monthly by check or direct deposit. In order to receive full payment, you first need to digitally sign affidavits declaring that the ad ran on the specified date. This process takes seconds and is handled on our website.

How does InsideCollege make money?

Like other traditional agencies, we make money by taking a commission of every sale. However, due to our superior technology and low overhead, our commissions are 15% lower than the average agency rates

What special features does InsideCollege offer?

Through our powerful website technology, we enable you to track your sales, manage your customer relationships, and analyze your revenues from multiple perspectives. We can give you a clear picture of your future advertising flow and keep an archive of your old advertising.

Can I refuse advertisements?

Absolutely, we respect every newspaper's editorial wishes and we will make our best effort to initially refuse

advertising that may be questionable in character.

What if I forget to run an advertisement?

Our website and emails will help you keep track of your insertions, but in the case you do not run an ad, we can schedule a make-good run date with the advertiser.

E-commerce Suite Questions

Why should I use the e-commerce suite?

Our e-commerce suite will transform your website into a powerful sales channel. We guarantee an increase in your revenues with the use of our products. Furthermore, you are able to collect customer information and other valuable market information. The software is completely maintained by us and absolutely free.

How do I get started with InsideCollege E-Commerce Suite?

We would be happy to give you a demo of our software. Please provide us with your contact information at <http://web.archive.org/web/20010202153200/http://www.insidecollege.com/solutions/ecommerce/signup.asp> and we'll get right back to you.

Do I need to use all four modules?

No, you can use modules individually and in which ever way you like. However, the full package will create the most value for you, your readership, and your customers.

How much does the E-commerce Suite cost?

Absolutely nothing. There are no setup or maintenance fees.

How does InsideCollege make money?

We take commissions on some of the revenues and put up to two banner advertisements on the pages we host.

How long before I can begin using InsideCollege?

Depending on your level of customization, we can have you up and running the next day.

What special features does the E-commerce suite offer?

We allow you to track and monitor your customers, create detailed reports of sales activity, and access to the InsideCollege college network.

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